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| **Bonnie Yu** | |  |  | | --- | --- | |  | (617) 319 – 2286 | |  | [yuqiaoyan@gmail.com](mailto:nick.chiang@gmail.com) | |  | [http://www.bonnieyu.com](http://nickchiang.com) | |  | Living in Mountain View | |

**University of Michigan. Ann Arbor, MI**

*Masters of Information Science, Class of 2013*

**Harvard College. Cambridge, MA**

*Bachelor of Arts, Economics, Class of 2006 with Citation in Mandarin*

**WORK EXPERIENCE:**

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| **Microsoft Corporation – Edge Browser, Modern IE 11** | July 2013 – December 2014 |

*PROGRAM MANAGER – Redmond, Washington*

* Defined vision, wrote requirements, planned roadmap, and led developers to ship Reading View for Windows Phone 8.1
* Pitched, partnered, and managed Cortana and Bing work to deliver Ask Cortana features
* Improved our team’s understanding of user engagement by initiating and shipping data collection features

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| **KDD 2012 Matching System (sold)** | Freelance, March 2012 - August 2012 |

*PRODUCT LEAD & RECOMMENDATION ENGINE DEVELOPER – Ann Arbor, MI*

* Led a small team to acquire project, and develop a web application that matches researchers to students for the Knowledge Discovery Data Mining conference attended by ~1000 participants. Received positive feedback from attendees
* Gathered user requirements, interviewed attendees to understand user problems, designed sketches and wireframes
* Developed recommendation engine with (py)Lucene for matching engine

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| **Microsoft Corporation – Online Services** | July 2010 – June 2011 |

*TRAFFIC QUALITY ENGINEER – Redmond, Washington*

* Analyzed terabytes of web server data from the adCenter Platform on Bing & Yahoo to identify fraudsters/bots on the Microsoft network across search, display, and mobile advertising to protect over a million dollar of revenue for advertisers

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| **Microsoft Corporation – Account Services Group Search** | August 2006 – June 2010 |

*SEARCH ANALYST/ACCOUNT MANAGER - Redmond, Washington*

* Grew $2+ million account portfolio 20% over revenue quota through analyzing and optimizing paid search, contextual, and mobile data for key advertisers and agencies such as Cars.com, Lenovo, T-Mobile, and University of Phoenix
* Gained buy-in from CMOs through competitive reports leading to a 25% increase in revenue of a $4+ million portfolio
* Developed and designed Excel tool that charted graphs for 40 analysts; decreased process time from 5 hrs to 20 mins
* Ran focus groups and contextual inquiry studies to improve the adCenter Desktop tool with engineering

**TOOLS & SKILLS:**

* Adobe Illustrator, inVision, HTML/CSS/Javascript, Keynotopia with Powerpoint, Unity 3D
* Wireframing, Storyboarding, Interaction Design, Usability Research, Prototyping
* Python, C++ (novice), MySQL, MongoDB. Libraries: jQuery, Lucene, pandas, Matplotlib

**INTERESTS:**

* **Tea** – I have written a mobile website at [www.tealife.me](http://www.tealife.me) that talks about tea